

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                   | Supermarket   | Label             | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions                                    |
|--------------------------|---------------|-------------------|---------|--------|--------|--------|---------|------------|---------|---|
|                          |               |                   | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| Alabama                  | Brunos        | Butterball        | 1.29    | 0.77   |        |        |         |            |         | w/ store card                                 |
|                          |               | "                 |         | 1.19   |        |        |         |            |         | w/o store card                                |
|                          |               | no label          |         | 0.57   |        |        |         |            |         |   |
|                          | Food World    | Shady Brook       | 0.99    |        |        |        |         |            |         | w/ additional \$20.00 purchase - limit 2      |
|                          |               | no label          |         | 0.57   |        |        |         |            |         |   |
|                          | Greer's       | Shur Fresh        |         | 0.39   |        |        |         |            |         | w/ additional \$50 purchase; limit 1          |
|                          | Ingles        | Butterball        |         | 0.98   |        |        |         |            |         | < 16 lbs (hen) w/ card; limit 1               |
|                          |               | "                 |         | 1.39   |        |        |         |            |         | < 16 lbs (hen) w/ card; limit 1               |
|                          |               | Honeysuckle       |         | 0.58   |        |        |         |            |         | < 16 lbs (hen) w/ card; limit 1               |
|                          |               | "                 |         | 1.19   |        |        |         |            |         | < 16 lbs. (hen) price for additional birds    |
|                          | Kroger        | Butterball        | 1.29    | 0.99   |        |        |         |            |         | w/ store card                                 |
|                          |               | Honeysuckle       | 0.99    | 0.69   |        |        |         |            |         | w/ store card                                 |
|                          | Publix        | Butterball        | 1.49    | 0.99   | 1.39   |        |         |            |         |   |
|                          |               | Empire            |         |        |        |        |         |            |         |   |
|                          |               | Publix            | 1.19    | 0.69   |        |        |         |            |         |   |
|                          | Winn-Dixie    | Butterball        |         | 0.89   |        |        |         |            |         | w/ store card                                 |
|                          |               | "                 |         | 1.39   |        |        |         |            |         | w/o store card                                |
|                          |               | Honeysuckle       | 0.99    |        |        |        |         |            |         | w/ store card                                 |
|                          |               | "                 | 1.39    |        |        |        |         |            |         | w/o store card                                |
|                          |               | no label          |         | 0.67   |        |        |         |            |         | w/ store card                                 |
| Arkansas                 | Brookshire's  | Butterball        |         | 0.98   |        |        |         |            |         |   |
|                          |               | no label          |         | 0.59   |        |        |         |            |         | w/ \$10 purchase; limit 1                     |
|                          |               | Honeysuckle       | 1.19    |        |        |        |         |            |         |   |
|                          | Dillon's      | Butterball        | *       | *      |        |        |         |            |         | all brands 50% off regular price frsh or frzn |
|                          |               | Honeysuckle       | *       | *      |        |        |         |            |         | "   |
|                          |               | Jennie-O          | *       | *      |        |        |         |            |         | "   |
|                          |               | Norbest           | *       | *      |        |        |         |            |         | "   |
|                          |               | Private Selection | *       | *      |        |        |         |            |         | "   |
|                          | Kroger        | Butterball        | 1.29    | 0.99   |        |        |         |            |         |   |
|                          |               | Honeysuckle       | 0.99    | 0.89   |        |        |         |            |         |   |
|                          |               | Riverside         |         | 0.49   |        |        |         |            |         |   |
|                          | Super 1 Foods | Butterball        |         | 0.97   |        |        |         |            |         |   |
|                          |               | no label          |         | 0.50   |        |        |         |            |         |   |
| Illinois<br>Chicago Area | Cub Foods     | Butterball        | 1.39    |        |        |        |         |            |         |   |
|                          |               | Jennie-O          |         | *      |        |        |         |            |         | FREE w/ purchase of ham                       |
|                          |               | "                 |         | 0.69   |        |        |         |            |         | limit 1                                       |
|                          |               | Perdue            | 0.99    |        |        |        |         |            |         |   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                                      | Supermarket    | Label             | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions  |
|---|----------------|-------------------|---------|--------|--------|--------|---------|------------|---------|---|
|   |                |                   | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| Illinois<br><br>Chicago Area<br>(continued) | Dominick's     | Butterball        | 1.69    | 1.29   |        |        |         |            |         | w/ store card; limit 2<br>w/o store card<br>w/ store card; limit 2<br>w/o store card<br>w/ store card; limit 2<br>w/o store card  |
|   |                | Li'l Butterball   | 1.69    |        |        |        |         |            |         |   |
|   |                | Honeysuckle       |         | 0.79   |        |        |         |            |         |   |
|   |                | "                 |         | 1.19   |        |        |         |            |         |   |
|   |                | Jennie-O          |         | 0.69   |        |        |         |            |         |   |
|   |                | "                 |         | 0.99   |        |        |         |            |         |   |
|   |                | no label          | 0.99    |        |        |        |         |            |         | w/ store card; limit 2<br>w/o store card  |
|   |                | "                 | 1.29    |        |        |        |         |            |         |   |
|   | Econo-Foods    | Honeysuckle       | 0.99    |        |        |        |         |            |         |   |
|   |                | Our Family        |         | 0.59   |        |        |         |            |         |   |
|   | Hilander       | Butterball        | *       | *      |        |        |         |            |         | All labels:<br>< 18 lbs. \$8.00 off fresh or frozen<br>> 18 lbs. \$13.00 off fresh or frozen  |
|   |                | Jennie-O          | *       | *      |        |        |         |            |         |   |
|   |                | Shady Brook       | *       | *      |        |        |         |            |         |   |
|   |                | Private Selection | *       | *      |        |        |         |            |         |   |
|   | Jewel          | Butterball        | *       | *      |        |        |         |            |         | \$5 off frsh/frzn w/ coupon and \$20 purchase<br>"<br>"<br>17 lbs. bird w/ coupon<br>w/o coupon   |
|   |                | Jennie-O          | *       | *      |        |        |         |            |         |   |
|   |                | Village Market    | *       | *      |        |        |         |            |         |   |
|   |                | Jennie-O          | 0.99    | 0.49   |        |        |         |            |         |   |
|   |                | "                 | 1.29    | 0.79   |        |        |         |            |         |   |
|   | Meijer         | Butterball        | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase<br>> 16 lbs. (tom) \$13-16 off w/ \$10 purchase<br>< 16 lbs. (hen) \$7-10 off w/ \$10 purchase<br>> 16 lbs. (tom) \$13-16 off w/ \$10 purchase<br>< 16 lbs. (hen) \$7-10 off w/ \$10 purchase<br>> 16 lbs. (tom) \$13-16 off w/ \$10 purchase |
|   |                | "                 | *       | *      |        |        |         |            |         |   |
|   |                | Meijer            | *       | *      |        |        |         |            |         |   |
|   |                | "                 | *       | *      |        |        |         |            |         |   |
|   |                | Honeysuckle       |         | *      |        |        |         |            |         |   |
|   |                | "                 |         |        |        |        |         |            |         | limit 1 w/ \$25 purchase  |
| Illinois<br><br>Downstate                   | Beuhler's      | Best Choice       |         | 0.29   |        |        |         |            |         |   |
|   |                | Butterball        | 0.99    |        |        |        |         |            |         |   |
|   |                | Honeysuckle       | 0.99    |        |        |        |         |            |         |   |
|   | Country Market | Farm Fresh        |         | 0.69   |        |        |         |            |         | w/ \$25-49.99 additional purchase<br>w/ \$50-74.99 additional purchase<br>w/ \$75-99.99 additional purchase<br>w/ \$100 additional purchase   |
|   |                | " "               |         | 0.59   |        |        |         |            |         |   |
|   |                | " "               |         | 0.49   |        |        |         |            |         |   |
|   |                | " "               |         | 0.39   |        |        |         |            |         |   |
|   |                | " "               |         | 0.29   |        |        |         |            |         |   |
|   |                | Honeysuckle       | 0.99    |        |        |        |         |            |         |   |
|   | Cub Foods      | Butterball        | 1.39    |        |        |        |         |            |         | FREE w/ purchase of ham<br>limit 1  |
|   |                | Jennie-O          |         | *      |        |        |         |            |         |   |
|   |                | "                 |         | 0.69   |        |        |         |            |         |   |
|   |                | Perdue            | 0.99    |        |        |        |         |            |         |   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market   | Supermarket         | Label             | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions  |
|--|---------------------|-------------------|---------|--------|--------|--------|---------|------------|---------|---|
|  |                     |                   | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| <b>Illinois</b><br><br><b>Downstate</b><br>(continued) | Dieberg's           | Butterball        |         | 0.99   |        |        |         |            |         |   |
|  |                     | Perdue            | 1.09    |        |        |        |         |            |         |   |
|  | HyVee               | Honeysuckle       |         | *      |        |        |         |            |         | * will match local competitor's prices on frozen birds of these brands. |
|  |                     | Jennie-O          |         | *      |        |        |         |            |         |   |
|  | Kroger              | HyVee             | *       | *      |        |        |         |            |         | Market price - varies by location                                       |
|  |                     | Wholesome Harvest |         |        |        |        | 2.39    |            |         |   |
|  | Piggly Wiggly       | Butterball        | *       | *      |        |        |         |            |         | All labels:   |
|  |                     | Jennie-O          | *       | *      |        |        |         |            |         | < 18 lbs. \$8.00 off fresh or frozen                                    |
|  |                     | Shady Brook       | *       | *      |        |        |         |            |         | > 18 lbs. \$13.00 off fresh or frozen                                   |
|  |                     | Private Selection | *       | *      |        |        |         |            |         |   |
| <b>Indiana</b>   | Schnuck's           | Butterball        |         | 0.79   |        |        |         |            |         |   |
|  |                     | Honeysuckle       | 0.99    |        |        |        |         |            |         | w/ \$25 purchase; limit 1   |
|  | Food Club           | Butterball        |         | 0.39   |        |        |         |            |         |   |
|  |                     | Honeysuckle       |         |        |        |        |         |            |         |   |
|  | Schnuck's           | Butterball        |         | 0.99   |        |        |         |            |         | 6-9 lbs.  |
|  |                     | Honeysuckle       |         | 0.57   |        |        |         |            |         |   |
|  | Pilgrim's Signature | Butterball        | 1.49    |        |        |        |         |            |         |   |
|  |                     | Schnucks          | 0.99    | 0.47   |        |        |         |            |         |   |
| <b>Indiana</b>   | Shop 'n Save        | Honeysuckle       |         | *      |        |        |         |            |         | * will match local competitor's sales price.                            |
|  | Beuhler's           | Best Choice       |         | 0.29   |        |        |         |            |         | limit 1 w/ \$25 purchase  |
|  |                     | Butterball        | 0.99    |        |        |        |         |            |         |   |
|  | Kroger              | Honeysuckle       | 0.99    |        |        |        |         |            |         |   |
|  |                     | Bowman & Landes   |         |        |        |        |         |            |         | < 16 lbs. save \$6-8 frsh/frzn; varies by locale                        |
|  |                     | Butterball        |         |        |        |        |         |            |         | > 16 lbs. save \$11-13 frsh/frzn; varies by locale                      |
|  |                     | Honeysuckle       |         |        |        |        |         |            |         | "   |
|  |                     | Private Selection |         |        |        |        |         |            |         | "   |
| <b>Indiana</b>   | Marsh               | Shady Brook       |         |        |        |        |         |            |         | "   |
|  |                     | Riverside         |         | 0.49   |        |        |         |            |         | limit 2 w/ additional \$10.00 purchase                                  |
|  | Marsh               | Butterball        | *       | *      |        |        |         |            |         | \$8 off hen; \$14 off tom; frsh or frzn; w/ card                        |
|  |                     | Norbest           | *       | *      |        |        |         |            |         | \$8 off hen; \$14 off tom; frsh or frzn; w/ card                        |
|  | Meijer              | Honeysuckle       |         | *      |        |        |         |            |         | \$8 off hen; \$14 off tom; frozen only; w/ card                         |
|  |                     | Butterball        | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                             |
|  |                     | "                 | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase                            |
|  |                     | Meijer            | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                             |
| <b>Indiana</b>   | Owen's              | "                 | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase                            |
|  |                     | Honeysuckle       |         | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                             |
|  |                     | "                 |         | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase                            |
|  |                     | "                 |         | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                             |
|  | Pay Less            | Butterball        | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase                            |
|  |                     | Jennie-O          | *       | *      |        |        |         |            |         | All labels:   |
|  |                     | Shady Brook       | *       | *      |        |        |         |            |         | < 18 lbs. \$8.00 off fresh or frozen                                    |
|  |                     | Private Selection | *       | *      |        |        |         |            |         | > 18 lbs. \$13.00 off fresh or frozen                                   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                        | Supermarket    | Label               | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions   |
|-------------------------------|----------------|---------------------|---------|--------|--------|--------|---------|------------|---------|--|
|                               |                |                     | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |  |
| <b>Indiana</b><br>(continued) | Schnuck's      | Butterball          |         | 0.99   |        |        |         |            |         | 6-9 lbs.   |
|                               |                | Honeysuckle         |         | 0.57   |        |        |         |            |         |  |
|                               |                | Pilgrim's Signature | 1.49    |        |        |        |         |            |         |  |
|                               |                | Schnucks            | 0.99    | 0.47   |        |        |         |            |         |  |
| <b>Iowa</b>                   | Country Market | Farm Fresh          |         | 0.69   |        |        |         |            |         | w/ \$25-49.99 additional purchase<br>w/ \$50-74.99 additional purchase<br>w/ \$75-99.99 additional purchase<br>w/ \$100 additional purchase  |
|                               |                | " "                 |         | 0.59   |        |        |         |            |         |  |
|                               |                | " "                 |         | 0.49   |        |        |         |            |         |  |
|                               |                | " "                 |         | 0.39   |        |        |         |            |         |  |
|                               |                | " "                 |         | 0.29   |        |        |         |            |         |  |
|                               |                | Honeysuckle         | 0.99    |        |        |        |         |            |         |  |
|                               | Cub Foods      | Jennie-O            | 0.98    |        |        |        |         |            |         | limit 1  |
|                               |                | Maverick Ranch      |         |        |        |        |         | 1.98       |         |  |
|                               | HyVee          | HyVee               | *       | *      |        |        |         |            |         | Market price - varies by location  |
|                               |                | Wholesome Harvest   |         |        |        |        | 2.39    |            |         |  |
|                               | Econo-Foods    | Honeysuckle         | 0.99    |        |        |        |         |            |         |  |
|                               |                | Our Family          |         | 0.59   |        |        |         |            |         |  |
| <b>Kansas</b>                 | Dillon's       | Butterball          | *       | *      |        |        |         |            |         | all brands 50% off regular price frsh or frzn<br>"<br>"<br>"<br>"  |
|                               |                | Honeysuckle         | *       | *      |        |        |         |            |         |  |
|                               |                | Jennie-O            | *       | *      |        |        |         |            |         |  |
|                               |                | Norbest             | *       | *      |        |        |         |            |         |  |
|                               |                | Private Selection   | *       | *      |        |        |         |            |         |  |
|                               | Hen House      | Butterball          |         | 1.39   |        |        |         |            |         |  |
|                               |                | Honeysuckle         |         | 1.19   |        |        |         |            |         |  |
|                               |                | Norbest             | 1.29    |        |        |        |         |            |         |  |
|                               | HyVee          | HyVee               | *       | *      |        |        |         |            |         | Market price - varies by location  |
|                               |                | Wholesome Harvest   |         |        |        |        | 2.39    |            |         |  |
|                               | Price Chopper  | Best Choice         |         | 0.68   |        |        |         |            |         | w/ store card & additional purchase; limit 1<br>w/ store card  |
|                               |                | Honeysuckle         |         | 0.99   |        |        |         |            |         |  |
| <b>Kentucky</b>               | Beuhler's      | Best Choice         |         | 0.29   |        |        |         |            |         | limit 1 w/ \$25 purchase   |
|                               |                | Butterball          | 0.99    |        |        |        |         |            |         |  |
|                               |                | Honeysuckle         | 0.99    |        |        |        |         |            |         |  |
|                               | Food City      | Butterball          | 1.29    | 0.79   |        |        |         |            |         | limit 1  |
|                               |                | Jennie-O            | 0.99    |        |        |        |         |            |         |  |
|                               |                | Food Club           |         | 0.69   |        |        |         |            |         |  |
|                               | Food Land      | Farm Fresh          |         | 0.68   |        |        |         |            |         | limit 1 w/ \$10 purchase   |
|                               |                | Pilgrim's Pride     | 1.39    |        |        |        |         |            |         |  |
|                               | Kroger         | Butterball          |         |        |        |        |         |            |         | < 16 lbs (hen) \$6-8 off; limit; varies by location<br>> 16 lbs (tom) \$13 off; limit 1; varies by location<br>< 16 lbs (hen) \$6-8 off; limit; varies by location<br>> 16 lbs (tom) \$13 off; limit 1; varies by location |
|                               |                | Honeysuckle         |         |        |        |        |         |            |         |  |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                  | Supermarket       | Label             | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions   |
|-------------------------|-------------------|-------------------|---------|--------|--------|--------|---------|------------|---------|--|
|                         |                   |                   | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |  |
| Kentucky<br>(continued) | Kroger<br>(cont.) | Perdue            |         |        |        |        |         |            |         | < 16 lbs (hen) \$6-8 off; limit; varies by location  |
|                         |                   | "                 |         |        |        |        |         |            |         | > 16 lbs (tom) \$13 off; limit 1; varies by location |
|                         |                   | Bowman & Landes   |         |        |        |        |         |            |         | < 16 lbs. save \$8.00 fresh or frozen                |
|                         |                   | " "               |         |        |        |        |         |            |         | > 16 lbs. save \$13.00 fresh or frozen               |
|                         |                   | Private Selection |         |        |        |        |         |            |         | < 16 lbs. save \$8.00 fresh or frozen                |
|                         |                   | " "               |         |        |        |        |         |            |         | > 16 lbs. save \$13.00 fresh or frozen               |
|                         |                   | Shady Brook       |         |        |        |        |         |            |         | < 16 lbs. save \$8.00 fresh or frozen                |
|                         |                   | " "               |         |        |        |        |         |            |         | > 16 lbs. save \$13.00 fresh or frozen               |
|                         |                   | Riverside         |         | 0.49   |        |        |         |            |         | limit 2 w/ additional \$10.00 purchase               |
|                         | Meijer            | Butterball        | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase          |
|                         |                   | "                 | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase         |
|                         |                   | Meijer            | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase          |
|                         |                   | "                 | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase         |
|                         | Remke             | Honeysuckle       |         | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase          |
|                         |                   | "                 |         |        |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase         |
| Louisiana               | Albertson's       | Amish             | *       |        |        |        |         |            |         | \$10 off w/ mail-in rebate; limit 1                  |
|                         |                   | Butterball        |         | 1.19   |        |        |         |            |         |  |
|                         |                   | Butterball        | 1.49    | 0.99   |        |        |         |            |         |  |
|                         |                   | Honeysuckle       | 0.99    |        |        |        |         |            |         |  |
|                         |                   | Village Market    |         | 0.39   |        |        |         |            |         | < 16 lbs. (hen) w/ \$25 purchase; limit 1            |
|                         | BreauX            | Butterball        | 1.19    |        |        |        |         |            |         |  |
|                         |                   | Shurfresh         |         | 0.49   |        |        |         |            |         | < 16 lbs. (hen) w/ \$10 purchase; limit 1            |
|                         | Brookshire's      | Butterball        |         | 0.98   |        |        |         |            |         |  |
|                         |                   | no label          |         | 0.59   |        |        |         |            |         | w/ \$10 purchase; limit 1                            |
|                         |                   | Honeysuckle       | 1.19    |        |        |        |         |            |         |  |
|                         |                   | Country Pride     |         | *      |        |        |         |            |         | free w/ purchase of ham                              |
|                         | Kroger            | " "               |         | 0.69   |        |        |         |            |         | w/ \$10 purchase; limit 1                            |
|                         |                   | Jennie-O          | 0.99    | 0.37   |        |        |         |            |         | frozen price w/ \$20 purchase; limit 1               |
|                         |                   | Private Selection | 0.99    |        |        |        |         |            |         | w/ store card  |
|                         | Sav-a-Center      | Butterball        | 1.49    |        |        |        |         |            |         | w/ store card  |
|                         |                   | Shady Brook       | 0.99    |        |        |        |         |            |         |  |
|                         |                   | no label          |         | 0.39   |        |        |         |            |         | limit 1  |
|                         |                   | " "               |         | 0.59   |        |        |         |            |         | price for additional birds                           |
|                         |                   | Butterball        |         | 0.97   |        |        |         |            |         |  |
|                         | Super 1 Foods     | no label          |         | 0.50   |        |        |         |            |         |  |
|                         |                   | Butterball        |         | 0.89   |        |        |         |            |         | w/ store card  |
|                         |                   | "                 |         | 1.39   |        |        |         |            |         | w/o store card                                       |
|                         | Winn-Dixie        | Honeysuckle       | 0.99    |        |        |        |         |            |         | w/ store card  |
|                         |                   | "                 | 1.39    |        |        |        |         |            |         | w/o store card                                       |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                   | Supermarket           | Label                         | Regular |                      | Kosher |        | Organic | Free Range                                   | Natural         | Conditions   |
|--------------------------|-----------------------|-------------------------------|---------|----------------------|--------|--------|---------|--|-----------------|--|
|                          |                       |                               | Fresh   | Frozen               | Fresh  | Frozen | Fresh   | Fresh  | Fresh           |  |
| Louisiana<br>(continued) | Winn-Dixie<br>(cont.) | no label                      |         | 0.67<br>1.19         |        |        |         |  |                 | w/ store card<br>w/o store card  |
| Michigan                 | Carter's              | Jennie-O<br>Our Family        | 0.99    | 0.49                 |        |        |         |  |                 | limit 1 w/ additional \$25.00 purchase<br>limit 1 w/ additional \$25.00 purchase |
|                          | D&W                   | D&W                           |         | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$6 off  |
|                          |                       | "                             |         |                      | *      |        |         |  |                 | > 16 lbs. (tom) \$10 off   |
|                          |                       | Pilgrim's Pride<br>Farm Fresh | 0.99    | 0.48                 |        |        |         |  |                 |  |
|                          | Farmer Jack           | Amish Valley                  | 0.89    |                      |        |        |         |  |                 | limit 1 at this price  |
|                          |                       | Butterball                    | 1.19    | 0.77                 |        |        |         |  |                 | < 16 lbs. (hen) w/ \$20.00 purchase; limit 1                                     |
|                          |                       | no label                      |         | 0.39                 |        |        |         |  |                 | price for additional birds   |
|                          |                       | " "                           |         | 0.89                 |        |        |         |  |                 | > 16 lbs. (tom) w/ \$20.00 purchase; limit 1                                     |
|                          |                       | " "                           |         | 0.29                 |        |        |         |  |                 | price for additional birds   |
|                          | " "                   |                               | 0.89    |                      |        |        |         |  |                 |  |
|                          | Kroger                | Honeysuckle<br>Riverside      | 1.19    | 0.99<br>0.47<br>0.37 |        |        |         |  |                 | < 16 lbs. (hen)<br>> 16 lbs. (tom)   |
|                          | Meijer                | Butterball                    | *       | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                                      |
|                          |                       | "                             | *       | *                    |        |        |         |  |                 | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase                                     |
|                          |                       | Meijer                        | *       | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                                      |
|                          |                       | "                             | *       | *                    |        |        |         |  |                 | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase                                     |
|                          |                       | Honeysuckle                   |         | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase                                      |
| "                        |                       |                               |         |                      |        |        |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase |                 |  |
| VG's Food                | Butterball            |                               |         | 0.79                 |        |        |         |  | < 16 lbs. (hen) |  |
|                          | "                     |                               |         | 0.69                 |        |        |         |  | > 16 lbs. (tom) |  |
|                          | Spartan               |                               |         | 0.49                 |        |        |         |  | < 16 lbs. (hen) |  |
|                          | "                     |                               |         | 0.39                 |        |        |         |  | > 16 lbs. (tom) |  |
|                          | Spartan Amish         | 0.99                          |         |                      |        |        |         |  |                 |  |
| Detroit Area             | Farmer Jack           | Amish Valley                  | 0.89    |                      |        |        |         |  |                 | limit 1 at this price  |
|                          |                       | Butterball                    | 1.19    | 0.77                 |        |        |         |  |                 | < 16 lbs. (hen) w/ \$20.00 purchase; limit 1                                     |
|                          |                       | no label                      |         | 0.39                 |        |        |         |  |                 | price for additional birds   |
|                          |                       | " "                           |         | 0.89                 |        |        |         |  |                 | > 16 lbs. (tom) w/ \$20.00 purchase; limit 1                                     |
|                          |                       | " "                           |         | 0.29                 |        |        |         |  |                 | price for additional birds   |
|                          |                       | " "                           |         | 0.89                 |        |        |         |  |                 |  |
|                          | Meijer                | Butterball                    | *       | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$10 off w/ \$10 purchase  |
|                          |                       | "                             | *       | *                    |        |        |         |  |                 | > 16 lbs. (tom) \$16 off w/ \$10 purchase  |
|                          |                       | Meijer                        | *       | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$10 off w/ \$10 purchase  |
|                          |                       | "                             | *       | *                    |        |        |         |  |                 | > 16 lbs. (tom) \$16 off w/ \$10 purchase  |
|                          |                       | Honeysuckle                   |         | *                    |        |        |         |  |                 | < 16 lbs. (hen) \$10 off w/ \$10 purchase  |
|                          |                       | "                             |         |                      |        |        |         |  |                 | > 16 lbs. (tom) \$16 off w/ \$10 purchase  |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market      | Supermarket    | Label               | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions                                    |
|-------------|----------------|---------------------|---------|--------|--------|--------|---------|------------|---------|---|
|             |                |                     | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| Minnesota   | Coborn's       | Jennie-O            | 0.99    |        |        |        |         |            |         |   |
|             | Cub Foods      | Jennie-O            | 0.98    |        |        |        |         |            |         | limit 1                                       |
|             | Hornbacher's   | Farm Fresh          |         | 0.38   |        |        |         |            |         | w/ additional \$25.00 purchase - limit 1      |
|             |                | Honeysuckle         | 0.98    |        |        |        |         |            |         |   |
|             | HyVee          | HyVee               | *       | *      |        |        |         |            |         | Market price - varies by location             |
|             |                | Wholesome Harvest   |         |        |        |        | 2.39    |            |         |   |
| Mississippi | Econo-Foods    | Honeysuckle         | 0.99    |        |        |        |         |            |         |   |
|             |                | Our Family          |         | 0.59   |        |        |         |            |         |   |
|             | Bi-Lo          |                     |         |        |        |        |         |            |         |   |
|             | Brookshires    |                     |         |        |        |        |         |            |         |   |
|             | Greer's        | Shur Fresh          |         | 0.39   |        |        |         |            |         | w/ additional \$50 purchase; limit 1          |
|             | Kroger         | Butterball          | 1.29    | 0.99   |        |        |         |            |         |   |
|             |                | Honeysuckle         | 0.99    | 0.89   |        |        |         |            |         |   |
|             |                | Riverside           |         | 0.49   |        |        |         |            |         |   |
|             | Save Rite      | no label            |         | 0.47   |        |        |         |            |         |   |
|             | Schnuck's      | Butterball          |         | 0.99   |        |        |         |            |         |   |
|             |                | Honeysuckle         |         | 0.59   |        |        |         |            |         |   |
|             |                | Pilgrim's Signature | 1.49    |        |        |        |         |            |         | 6-9 lbs.                                      |
|             |                | Schnucks            | 0.99    | 0.49   |        |        |         |            |         |   |
|             | Winn-Dixie     | Butterball          |         | 0.89   |        |        |         |            |         | w/ store card                                 |
|             |                | "                   |         | 1.39   |        |        |         |            |         | w/o store card                                |
|             |                | Honeysuckle         | 0.99    |        |        |        |         |            |         | w/ store card                                 |
|             |                | "                   | 1.39    |        |        |        |         |            |         | w/o store card                                |
| Missouri    | Country Market | Farm Fresh          |         | 0.69   |        |        |         |            |         |   |
|             |                | " "                 |         | 0.59   |        |        |         |            |         | w/ \$25-49.99 additional purchase             |
|             |                | " "                 |         | 0.49   |        |        |         |            |         | w/ \$50-74.99 additional purchase             |
|             |                | " "                 |         | 0.39   |        |        |         |            |         | w/ \$75-99.99 additional purchase             |
|             |                | " "                 |         | 0.29   |        |        |         |            |         | w/ \$100 additional purchase                  |
|             |                | Honeysuckle         | 0.99    |        |        |        |         |            |         |   |
|             | Kroger         | Butterball          |         |        |        |        |         |            |         | All labels:                                   |
|             |                | Jennie-O            |         |        |        |        |         |            |         | < 18 lbs. \$8.00 off fresh or frozen          |
|             |                | Shady Brook         |         |        |        |        |         |            |         | > 18 lbs. \$13.00 off fresh or frozen         |
|             |                | Private Selection   |         |        |        |        |         |            |         |   |
|             | Dillon's       | Butterball          | *       | *      |        |        |         |            |         | all brands 50% off regular price frsh or frzn |
|             |                | Honeysuckle         | *       | *      |        |        |         |            |         | "   |
|             |                | Jennie-O            | *       | *      |        |        |         |            |         | "   |
|             |                | Norbest             | *       | *      |        |        |         |            |         | "   |
|             |                | Private Selection   | *       | *      |        |        |         |            |         | "   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                         | Supermarket   | Label               | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions  |
|--------------------------------|---------------|---------------------|---------|--------|--------|--------|---------|------------|---------|---|
|                                |               |                     | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| <b>Missouri</b><br>(continued) | Hen House     | Butterball          |         | 1.39   |        |        |         |            |         |   |
|                                |               | Honeysuckle         |         | 1.19   |        |        |         |            |         |   |
|                                |               | Norbest             | 1.29    |        |        |        |         |            |         |   |
|                                | HyVee         | HyVee               | *       | *      |        |        |         |            |         | Market price - varies by location   |
|                                |               | Wholesome Harvest   |         |        |        |        | 2.39    |            |         |   |
|                                | Price Chopper | Best Choice         |         | 0.68   |        |        |         |            |         | w/ store card & additional purchase; limit 1<br>w/ store card   |
|                                |               | Honeysuckle         |         | 0.99   |        |        |         |            |         |   |
|                                | Ramey         | Butterball          |         | 0.97   |        |        |         |            |         |   |
|                                |               | Li'l Butterball     |         | 1.29   |        |        |         |            |         |   |
|                                |               | Honeysuckle         |         | 0.89   |        |        |         |            |         |   |
|                                |               | Best Choice         | 0.99    |        |        |        |         |            |         |   |
| <b>St Louis Area</b>           | Dieberg's     | Butterball          |         | 0.99   |        |        |         |            |         |   |
|                                |               | Perdue              | 1.09    |        |        |        |         |            |         |   |
|                                |               | Honeysuckle         |         | *      |        |        |         |            |         | * will match local competitor's prices on frozen birds of these brands.   |
|                                |               | Jennie-O            |         | *      |        |        |         |            |         |   |
|                                | Schnuck's     | Butterball          |         | 0.99   |        |        |         |            |         | 6-9 lbs.  |
|                                |               | Honeysuckle         |         | 0.57   |        |        |         |            |         |   |
|                                |               | Pilgrim's Signature | 1.49    |        |        |        |         |            |         |   |
|                                |               | Schnucks            | 0.99    | 0.47   |        |        |         |            |         |   |
|                                | Shop 'n Save  | Honeysuckle         |         | *      |        |        |         |            |         | * will match local competitor's sales price.  |
| <b>Nebraska</b>                | Bakers        | Butterball          | *       | *      |        |        |         |            |         | all brands 50% off regular price frsh or frzn<br>"<br>"<br>"<br>"   |
|                                |               | Honeysuckle         | *       | *      |        |        |         |            |         |   |
|                                |               | Jennie-O            | *       | *      |        |        |         |            |         |   |
|                                |               | Norbest             | *       | *      |        |        |         |            |         |   |
|                                |               | Private Selection   | *       | *      |        |        |         |            |         |   |
|                                | Albertson's   | Honeysuckle         | 0.99    |        |        |        |         |            |         | w/ additional \$25.00 purchase - limit 1<br>price for additional birds  |
|                                |               | Village Market      | 0.39    |        |        |        |         |            |         |   |
|                                |               | " "                 | 0.99    |        |        |        |         |            |         |   |
|                                | HyVee         | HyVee               | *       | *      |        |        |         |            |         | Market price - varies by location   |
|                                |               | Wholesome Harvest   |         |        |        |        | 2.39    |            |         |   |
|                                | Safeway       | Butterball          | 1.69    | 1.29   |        |        |         |            |         | w/ store card<br>w/o store card<br><br>< 16 lbs (hen) \$6.99 w/ store card; limit 2<br>> 16 lbs (tom) \$7.99 w/ store card; limit 2<br>< 16 lbs (hen) \$4.99 w/ store card; limit 2<br>> 16 lbs (tom) \$5.99 w/ store card; limit 2 |
|                                |               | Safeway Select      | 0.99    |        |        |        |         |            |         |   |
|                                |               | " "                 | 1.29    |        |        |        |         |            |         |   |
|                                |               | Zacky Junior        |         | 1.49   |        |        |         |            |         |   |
|                                |               | Honeysuckle         |         | *      |        |        |         |            |         |   |
|                                |               | "                   |         | *      |        |        |         |            |         |   |
|                                | Manor House   | Manor House         |         | *      |        |        |         |            |         | w/ additional \$25.00 purchase - limit 1  |
|                                |               | " "                 |         | *      |        |        |         |            |         |   |
|                                | Sun Mart      | no label            |         | 0.49   |        |        |         |            |         |   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market       | Supermarket  | Label             | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions  |
|--------------|--------------|-------------------|---------|--------|--------|--------|---------|------------|---------|---|
|              |              |                   | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| North Dakota | Albertson's  | Norbest           | 1.29    |        |        |        |         |            |         | w/ \$25 purchase; limit 1<br>price for additional birds   |
|              |              | Village Market    |         | 0.69   |        |        |         |            |         |   |
|              |              | " "               |         | 0.99   |        |        |         |            |         | limit 2   |
|              | Dan's        | Farm Fresh        |         | 0.79   |        |        |         |            |         | w/ additional \$25.00 purchase - limit 1  |
| Ohio         | Hornbacher's | Farm Fresh        |         | 0.38   |        |        |         |            |         |   |
|              |              | Honeysuckle       | 0.98    |        |        |        |         |            |         |   |
|              | Bigg's       | Butterball        |         | 0.99   |        |        |         |            |         | limit 1   |
|              |              | Honeysuckle       |         | 0.48   |        |        |         |            |         |   |
|              | Cub Foods    | Honeysuckle       | 0.99    | 0.59   |        |        |         |            |         | limit 2   |
|              | Farmer Jack  | Amish Valley      | 0.89    |        |        |        |         |            |         | limit 1 at this price<br>< 16 lbs. (hen) w/ \$20.00 purchase; limit 1<br>price for additional birds<br>> 16 lbs. (tom) w/ \$20.00 purchase; limit 1<br>price for additional birds |
|              |              | Butterball        | 1.19    | 0.77   |        |        |         |            |         |   |
|              |              | no label          |         | 0.39   |        |        |         |            |         |   |
|              |              | " "               |         | 0.89   |        |        |         |            |         |   |
|              |              | " "               |         | 0.29   |        |        |         |            |         |   |
|              |              | " "               |         | 0.89   |        |        |         |            |         |   |
|              | Fisher's     | Fisher's          | 0.99    |        |        |        |         |            |         | w/ \$20 additional purchase; limit 1  |
|              |              | Honeysuckle       |         | 0.69   |        |        |         |            |         |   |
|              | Food Land    | Farm Fresh        |         | 0.68   |        |        |         |            |         | limit 1 w/ \$10.00 purchase   |
|              |              | Pilgrim's Pride   | 1.39    |        |        |        |         |            |         |   |
|              | Giant Eagle  | Bell & Evans      |         |        |        |        | 2.99    |            | 1.99    | limit 1 per customer (frozen price for toms only)<br>fresh price for 18 lbs. and over<br>in oven-ready bag  |
|              |              | Butterball        | 1.69    | 1.19   |        |        |         |            |         |   |
|              |              | Eberley's         |         |        |        |        |         |            |         |   |
|              |              | Giant Eagle       | 0.99    | 0.36   |        |        |         |            |         |   |
|              |              | Honeysuckle       | 0.99    | 0.89   |        |        |         |            |         |   |
|              |              | Jennie-O          |         | 2.49   |        |        |         |            |         |   |
|              | Heinen's     | Butterball        |         | 0.99   |        |        |         |            |         |   |
|              |              | Li'l Butterball   |         | 1.59   |        |        |         |            |         |   |
|              |              | Amish Country     | 1.09    |        |        |        |         |            |         |   |
|              |              | Honeysuckle       |         | 0.79   |        |        |         |            |         |   |
|              | Kroger       | Plainville        |         |        |        |        |         |            | 2.29    |   |
|              |              | Honeysuckle       | 1.19    | 0.99   |        |        |         |            |         |   |
|              |              | Riverside         |         | 0.47   |        |        |         |            |         |   |
|              |              | "                 |         | 0.37   |        |        |         |            |         |   |
|              |              | Bowman & Landes   | *       | *      |        |        |         |            |         |   |
|              |              | Butterball        | *       | *      |        |        |         |            |         |   |
|              |              | Honeysuckle       | *       | *      |        |        |         |            |         | < 16 lbs. (hen)<br>> 16 lbs. (tom)  |
|              |              | Private Selection | *       | *      |        |        |         |            |         | < 16 lbs. save \$8.00 fresh or frozen<br>> 16 lbs. save \$13.00 fresh or frozen   |
|              |              | Shady Brook       | *       | *      |        |        |         |            |         | "<br>"<br>"   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market              | Supermarket    | Label                   | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions                                       |
|---------------------|----------------|-------------------------|---------|--------|--------|--------|---------|------------|---------|--|
|                     |                |                         | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |  |
| Ohio<br>(continued) | Kroger (cont.) | Riverside               |         | 0.49   |        |        |         |            |         | limit 2 w/ additional \$10.00 purchase           |
|                     | Marsh          | Butterball              | *       | *      |        |        |         |            |         | \$8 off hen; \$14 off tom; frsh or frzn; w/ card |
|                     |                | Norbest                 | *       | *      |        |        |         |            |         | \$8 off hen; \$14 off tom; frsh or frzn; w/ card |
|                     |                | Honeysuckle             |         | *      |        |        |         |            |         | \$8 off hen; \$14 off tom; frozen only; w/ card  |
|                     | Meijer         | Butterball              | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase      |
|                     |                | "                       | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase     |
|                     |                | Meijer                  | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase      |
|                     |                | "                       | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase     |
|                     |                | Honeysuckle             | *       | *      |        |        |         |            |         | < 16 lbs. (hen) \$7-10 off w/ \$10 purchase      |
|                     |                | "                       | *       | *      |        |        |         |            |         | > 16 lbs. (tom) \$13-16 off w/ \$10 purchase     |
|                     | Shop 'n Save   | Butterball              |         | 1.19   |        |        |         |            |         |  |
|                     |                | Honeysuckle             | 0.99    | 0.57   |        |        |         |            |         |  |
|                     | Riesbeck's     | Honeysuckle             |         | 0.68   |        |        |         |            |         | limit 1 w/ additional \$10.00 purchase           |
|                     | Tops           | Butterball              |         | 0.99   |        |        |         |            |         |  |
|                     |                | Honeysuckle<br>no label | 0.99    | 0.79   |        |        |         |            |         | w/ store card                                    |
| Oklahoma            | Albertson's    | Butterball              | 1.49    | 0.99   |        |        |         |            |         |  |
|                     |                | Honeysuckle             | 0.99    |        |        |        |         |            |         |  |
|                     |                | Village Market          |         | 0.39   |        |        |         |            |         | < 16 lbs. (hen) w/ \$25 purchase; limit 1        |
|                     | Dillon's       | Butterball              | *       | *      |        |        |         |            |         | all brands 50% off regular price frsh or frzn    |
|                     |                | Honeysuckle             | *       | *      |        |        |         |            |         | "  |
|                     |                | Jennie-O                | *       | *      |        |        |         |            |         | "  |
|                     |                | Norbest                 | *       | *      |        |        |         |            |         | "  |
|                     |                | Private Selection       | *       | *      |        |        |         |            |         | "  |
|                     | Homeland       | Best Choice             |         | 0.49   |        |        |         |            |         | limit 1  |
|                     |                | " "                     |         | 0.99   |        |        |         |            |         | price for additional birds                       |
|                     |                | Butterball              |         | 1.29   |        |        |         |            |         |  |
|                     |                | Honeysuckle             | 1.29    |        |        |        |         |            |         |  |
| South Dakota        | Albertson's    | Honeysuckle             | 0.99    |        |        |        |         |            |         |  |
|                     |                | Village Market          |         | 0.49   |        |        |         |            |         | w/ \$25 additional purchase; limit 1             |
|                     |                | " "                     |         | 0.99   |        |        |         |            |         | price for additional birds                       |
|                     | Coborn's       | Jennie-O                | 0.99    |        |        |        |         |            |         |  |
|                     | Dan's          | Farm Fresh              |         | 0.79   |        |        |         |            |         | limit 2  |
|                     | Econo-Foods    | Honeysuckle             | 0.99    |        |        |        |         |            |         |  |
|                     |                | Our Family              |         | 0.49   |        |        |         |            |         |  |
|                     | HyVee          | HyVee                   | *       | *      |        |        |         |            |         | Market price - varies by location                |
|                     |                | Wholesome Harvest       |         |        |        |        | 2.39    |            |         |  |
|                     | Safeway        | Butterball              | 1.69    | 1.29   |        |        |         |            |         |  |
|                     |                | Safeway Select          | 0.99    |        |        |        |         |            |         | w/ store card                                    |
|                     |                | " "                     | 1.29    |        |        |        |         |            |         | w/o store card                                   |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market                             | Supermarket     | Label               | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions                                   |
|------------------------------------|-----------------|---------------------|---------|--------|--------|--------|---------|------------|---------|--|
|                                    |                 |                     | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |  |
| <b>South Dakota</b><br>(continued) | Safeway (cont.) | Zacky Junior        |         | 1.49   |        |        |         |            |         |  |
|                                    |                 | Honeysuckle         |         | *      |        |        |         |            |         | < 16 lbs (hen) \$6.99 w/ store card; limit 2 |
|                                    |                 | "                   |         | *      |        |        |         |            |         | > 16 lbs (tom) \$7.99 w/ store card; limit 2 |
|                                    |                 | Manor House         |         | *      |        |        |         |            |         | < 16 lbs (hen) \$4.99 w/ store card; limit 2 |
|                                    |                 | " "                 |         | *      |        |        |         |            |         | > 16 lbs (tom) \$5.99 w/ store card; limit 2 |
| <b>Tennessee</b>                   | BiLo            | Shady Brook         | 0.99    |        |        |        |         |            |         |  |
|                                    |                 | no label            |         | 0.57   |        |        |         |            |         | w/ card & \$20 purchase; limit 2             |
|                                    |                 | " "                 |         | 0.99   |        |        |         |            |         | price for additional birds                   |
|                                    | Food City       | Butterball          | 1.29    | 0.79   |        |        |         |            |         | limit 1                                      |
|                                    |                 | Jennie-O            | 0.99    |        |        |        |         |            |         |  |
|                                    |                 | Food Club           |         | 0.69   |        |        |         |            |         |  |
|                                    | Food Lion       | Butterball          | 1.49    | 0.69   |        |        |         |            |         | w/ store card                                |
|                                    |                 | "                   |         | 1.69   |        |        |         |            |         | w/o store card                               |
|                                    |                 | Pilgrim's Pride     | 0.59    |        |        |        |         |            |         | w/ store card                                |
|                                    |                 | " "                 | 1.09    |        |        |        |         |            |         | w/o store card                               |
|                                    |                 | No label            | 0.99    | 0.47   |        |        |         |            |         | w/ store card                                |
|                                    |                 |                     | 1.29    | 0.89   |        |        |         |            |         | w/o store card                               |
|                                    | Harris Teeter   | Butterball          |         | 0.99   |        |        |         |            |         |  |
|                                    |                 | Harris Teeter       | 0.98    | 0.69   |        |        |         |            |         | frozen <16 lbs. (hen)                        |
|                                    |                 | " "                 |         | 0.59   |        |        |         |            |         | frozen >16 lbs. (tom)                        |
|                                    | Ingles          | Butterball          |         | 0.98   |        |        |         |            |         | < 16 lbs (hen) w/ card; limit 1              |
|                                    |                 | "                   |         | 1.39   |        |        |         |            |         | < 16 lbs (hen) w/ card; limit 1              |
|                                    |                 | Honeysuckle         |         | 0.58   |        |        |         |            |         | < 16 lbs (hen) w/ card; limit 1              |
|                                    |                 | "                   |         | 1.19   |        |        |         |            |         | < 16 lbs. (hen) price for additional birds   |
|                                    | Kroger          | Butterball          | 1.29    | 0.99   |        |        |         |            |         | w/ store card                                |
|                                    |                 | Honeysuckle         | 0.99    | 0.69   |        |        |         |            |         | w/ store card                                |
|                                    |                 | "                   |         | 0.89   |        |        |         |            |         | Western Tennessee                            |
|                                    |                 | Riverside           |         | 0.39   |        |        |         |            |         |  |
|                                    | Publix          | Butterball          | 1.49    | 0.99   |        |        |         |            |         |  |
|                                    |                 | Empire              |         |        | 1.39   |        |         |            |         |  |
|                                    | Schnuck's       | Publix              | 1.19    | 0.69   |        |        |         |            |         |  |
|                                    |                 | Butterball          |         | 0.99   |        |        |         |            |         |  |
|                                    |                 | Honeysuckle         |         | 0.59   |        |        |         |            |         |  |
|                                    |                 | Pilgrim's Signature | 1.49    |        |        |        |         |            |         | 6-9 lbs.                                     |
|                                    |                 | Schnucks            | 0.99    | 0.49   |        |        |         |            |         |  |
| <b>Texas</b><br><b>Eastern</b>     | Albertson's     | Butterball          | 1.49    | 0.99   |        |        |         |            |         |  |
|                                    |                 | Honeysuckle         | 0.99    |        |        |        |         |            |         |  |
|                                    |                 | Village Market      |         | free   |        |        |         |            |         | < 16 lbs. (hen) w/ \$50 purchase; limit 1    |
|                                    |                 | " "                 |         | *      |        |        |         |            |         | > 16 lbs. (tom) w/ \$50 purchase; limit 1    |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market  | Supermarket              | Label                                 | Regular |              | Kosher |        | Organic | Free Range | Natural | Conditions  |
|---|--------------------------|---------------------------------------|---------|--------------|--------|--------|---------|------------|---------|---|
|   |                          |                                       | Fresh   | Frozen       | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |   |
| <b>Texas</b><br><br><b>Eastern</b><br>(continued) | Brookshire's             | Butterball<br>no label<br>Honeysuckle | 1.19    | 0.98<br>0.59 |        |        |         |            |         | w/ \$10 purchase; limit 1                               |
|   | Brookshire Bros.         | Country Pride<br>" "                  |         | *<br>0.69    |        |        |         |            |         | free w/ purchase of ham<br>w/ \$10 purchase; limit 1    |
|   | Carnival<br>Sack 'n Save | Country Pride                         |         | 0.37         |        |        |         |            |         | w/ \$10 purchase; limit 1                               |
|   | Kroger                   | Jennie-O                              | 0.99    | 0.37         |        |        |         |            |         | frozen price w/ \$20 purchase; limit 1                  |
|   |                          | Private Selection                     | 0.99    |              |        |        |         |            |         | w/ store card   |
|   |                          | Butterball                            | 1.49    |              |        |        |         |            |         | w/ store card   |
|   | Minyard                  | Butterball                            |         | 0.99         |        |        |         |            |         |   |
|   |                          | Country Pride                         |         | 0.37         |        |        |         |            |         | w/ \$10 purchase; limit 1                               |
|   | Randall's<br>Tom Thumb   | Butterball                            | 1.69    | 1.29         |        |        |         |            |         | w/ store card; limit 1                                  |
|   |                          | Safeway Select                        | 0.99    |              |        |        |         |            |         | w/o store card  |
|   |                          | " "                                   | 1.29    |              |        |        |         |            |         | w/ store card; limit 1                                  |
|   |                          | Jennie-O                              |         | 0.37         |        |        |         |            |         | w/o store card  |
|   |                          | "                                     |         | 0.97         |        |        |         |            |         | w/o store card  |
|   |                          | Honeysuckle                           |         | 0.79         |        |        |         |            |         | < 16 lbs. (hen) w/ store card; limit 1                  |
|   |                          | "                                     |         | 0.69         |        |        |         |            |         | > 16 lbs. (tom) w/ store card; limit 1                  |
|   |                          | "                                     |         | 1.19         |        |        |         |            |         | w/o store card - all weights                            |
|   | Super 1 Foods            | Butterball<br>no label                |         | 0.97<br>0.50 |        |        |         |            |         |   |
| <b>Western</b>                                    | Kroger                   | Jennie-O                              | 0.99    | 0.37         |        |        |         |            |         | frozen price w/ \$20 purchase; limit 1                  |
|   |                          | Private Selection                     | 0.99    |              |        |        |         |            |         | w/ store card   |
|   |                          | Butterball                            | 1.49    |              |        |        |         |            |         | w/ store card   |
|   | United                   | Honeysuckle<br>Traditions<br>"        | 0.98    | 0.39<br>0.69 |        |        |         |            |         | w/ \$10 purchase; limit 1<br>price for additional birds |

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 24, 2005)

**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Thanksgiving 2005**
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| Market    | Supermarket   | Label               | Regular |        | Kosher |        | Organic | Free Range | Natural | Conditions                               |
|-----------|---------------|---------------------|---------|--------|--------|--------|---------|------------|---------|--|
|           |               |                     | Fresh   | Frozen | Fresh  | Frozen | Fresh   | Fresh      | Fresh   |  |
| Wisconsin | Copp's        | Jennie-O            | 0.99    | 0.45   |        |        |         |            |         | w/ store card; frozen with \$25 purchase |
|           |               | Perdue              | 0.99    |        |        |        |         |            |         | w/ store card                            |
|           | Cub Foods     | Butterball          | 1.39    |        |        |        |         |            |         | FREE w/ purchase of ham<br>limit 1       |
|           |               | Jennie-O            |         | *      |        |        |         |            |         |  |
|           |               | "                   |         | 0.69   |        |        |         |            |         |  |
|           |               | Perdue              | 0.99    |        |        |        |         |            |         |  |
|           | Econo-Foods   | Honeysuckle         | 0.99    |        |        |        |         |            |         |  |
|           |               | Our Family          |         | 0.59   |        |        |         |            |         |  |
|           | Pick 'n Save  | Jennie-O            | 0.99    | 0.45   |        |        |         |            |         |  |
|           |               | Perdue              | 0.99    |        |        |        |         |            |         |  |
|           | Piggly Wiggly | Butterball          |         | 0.79   |        |        |         |            |         | w/ \$25 purchase; limit 1                |
|           |               | Honeysuckle         |         |        |        |        |         |            |         |  |
|           |               | Food Club           | 0.99    | 0.39   |        |        |         |            |         |  |
|           | Schnuck's     | Butterball          |         | 0.99   |        |        |         |            |         | 6-9 lbs.                                 |
|           |               | Honeysuckle         |         | 0.57   |        |        |         |            |         |  |
|           |               | Pilgrim's Signature | 1.49    |        |        |        |         |            |         |  |
|           |               | Schnucks            | 0.99    | 0.47   |        |        |         |            |         |  |